

19 October 1946

It is with great pleasure that we announce the tentative appointment of Lewis H. Avery, Inc. as national advertising representative of the Intercollegiate Broadcasting System and its commercial member stations. The Avery organization was selected after careful consideration of several representatives and investigation of their qualifications, and comes to us with the highest recommendations of the Intermountain Network which it represents.

Lewis Avery, the president, is a graduate of Union College, and has had extensive experience in many fields of radio and advertising. While at Union, he studied Electrical Engineering with Charles Steinmetz and was associated with the Union College Radio Society which later founded station UCRS. After graduation, he worked for two years as an announcer on WGY, Schenectady, a pioneer 50,000 watt station, and followed with two years as Assistant Advertising Manager of General Electric. The next three years he spent as an account executive at the Buffalo office of Batten, Barton, Durstine, and Osborne, a large advertising agency. Then after seven years as commercial manager of WGR and WKBW in Buffalo, he worked for three years for Free and Peters, station representatives, at their Chicago office.

Avery next joined the National Association of Broadcasters in Washington as Director of Broadcast Advertising. There he wrote several pamphlets - "Radio and Retailing in 1943", "How to Buy Radio Time", "The Elements of a Successful Radio Program" and "How to Measure Radio Audiences". This series was later incorporated into a book, Retailing and Broadcasting, published by NAB. Lew Avery entered station representation about one year ago, forming his own company.

The standard stations represented by the Avery firm are:

| | | | |
|------|--------------------------|------|-------------------|
| WJJD | Chicago | KLO | Ogden, Utah |
| WHAN | Charleston S.C. | WPOR | Portland, Maine |
| WSAI | Cincinnati | KOIN | Portland, Oregon |
| KSAL | Duluth, Mich. | WHBF | Rock Island, Ill. |
| KILO | Grand Forks, N.D. | KROY | Sacramento, Cal. |
| WJEF | Grand Rapids, Mich. | KALL | Salt Lake City |
| WFBC | Greenville, S.C. | WDAR | Savannah, Ga. |
| KHON | Honolulu, T.H. | KMA | Shenandoah, Iowa |
| WKZO | Kalamazoo, Mich. | KXEL | Waterloo, Iowa |
| WDGY | Minneapolis and St. Paul | | |

and the Intermountain Network, which includes KLO and KALL plus KOVO, Provo, Utah, KVNU, Logan, Utah, KOAL, Price, Utah, KID Idaho Falls, Idaho, and KVRS Rock Springs, Wyoming.

The organization has offices in New York, Chicago, Los Angeles, and San Francisco, which is an important consideration in view of the expansion of IBS in the midwest and far west. IBS business will be

handled by all of the offices.

On October 22, 1946, J.W. Knodel will join the firm, which will become Avery-Knodel Inc. Knodel will be Vice-President and will head the Chicago office. B.P. Timothy, also of the Chicago office, is Secretary of the firm and David H. Sandeberg is Director in charge of the West Coast offices. The New York headquarters are staffed by Lew Avery, President, Arthur McCoy, Treasurer, two salesmen and clerical personnel.

J.W. Knodel, the new partner in the enterprise, has been in advertising in executive positions for 18 years. Last year he was Director of National Sales for Field Enterprises (Marshall Field) which operates two radio stations. Previously he had been a member of the National Association of Broadcasters Sales Managers' Executive Committee, had spent eight years with a major station representative, three and a half of them as a Vice-President and General Manager of the Chicago office, and had spent nine years with the Hearst papers in national advertising.

We believe we are fortunate to have obtained the services of a representative with such qualifications. The appointment has already taken effect and work has been begun, although the final arrangements have not been completed. Mr. Avery will attend dinner between the afternoon and evening sessions of the Governing Council meeting on Saturday, October 26, and is anxious to meet the representatives of all member stations.